

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Producer	1-3, 7-8, 10, 12-13, 15-19, 21, 23-24, 27-28, 33, 35, 37-40, 42, 46-48, 52, 55- 58, 62	17
Editor	4-5, 9, 11, 14, 18-22, 24, 26-32, 34, 36, 41, 43, 45-46, 49, 51-54, 59-61, 63	18
Multi Media Journalist	6, 17-18, 46, 52, 58, 62	6
Multi Media Journalist	6, 17-18, 46, 52, 58, 62	52
Control Room Technician	6, 21, 52, 58	6
Sales Assistant	1, 6, 58, 62	6
Traffic Coordinator	58, 62	62
Assignment Editor	6, 18, 58, 62	18
Closed Captioner	18, 58, 62	18
Photographer	46, 52, 58, 62	52
Meteorologist	52, 58	52
Sports Reporter/Photographer	18, 52, 58, 62	18
Reporter	18, 39, 50, 58	18
Multi-Media Producer	17-18, 58	18
Account Executive	18, 25, 44, 58	18
Photographer	18, 25, 58	18

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

II. MASTER RECRUITMENT SOURCE LIST ("MRS�")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	American Institute of Business 2500 Fleur Dr Des Moines, Iowa 50321 Phone : 515-244-4221 Email : dehavenj@aib.edu Fax : 1--- Jane DeHaven	N	1
2	Bradley University 1501 West Bradley Avenue Peoria, Illinois 61625 Phone : 309-676-7611 Email : sandymc@bradley.edu Fax : 1--- Sandy McDermott	N	0
3	Brown College 1140 Norland Drive Mendota Heights, Minnesota 55120 Phone : 651-905-3509 Email : pkraimer@browncollege.edu Fax : 1--- Paul Kraimer	N	0
4	Buena Vista College 610 West Fourth Street Storm Lake, Iowa 50588 Phone : 712-749-2441 Email : mba@mbaweb.org Fax : 1-712-749-2036 Carol Lytle	N	0
5	Buena Vista University 2700 College Rd. Council Bluffs, Iowa 51503 Phone : 712-328-0788 Email : Fax : 712-322-8604 Director of Placement	N	0
6	Bulletin Board	N	7

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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7	Central College 812 University Pella, Iowa 50219 Phone : 877-462-3687 Email : fischera@central.edu Fax : 1--- Anna Fischer	N	0
8	Chicago State University 9501 South King Drive Chicago, Illinois 60628 Phone : 773-995-2019 Email : hr@csu.edu Fax : 1--- Cheri Sidney	N	0
9	City of Council Bluffs 209 Pearl St. Council Bluffs, Iowa 51501 Phone : 712-328-4620 Email : Fax : 712-322-9255 Director of Placement	N	0
10	Clark State Community College 570 East Leffel Lane Springfield, Ohio 45505 Phone : 937-328-6090 Email : murphym@clarkstate.edu Fax : 1--- Career Services	N	0
11	Clarke College 1550 Clarke Drive Dubuque, Iowa 52001 Phone : 563-588-6321 Email : careerservices@clarke.edu Fax : 1-563-588-8173 Mary Russell	N	0
12	Clarke College 1550 Clarke Dr Dubuque, Iowa 52001 Phone : 563-588-6302 Email : vici.bice@clarke.edu Fax : 1--- Vici Bice	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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13	Columbia College Chicago 600 S Michigan Avenue Chicago, Illinois 60605 Phone : 312-663-1600 Email : klusson@colum.edu Fax : 1--- Keith Lusson	N	0
14	Cornell College 600 First Street West Mount Vernon, Iowa 52314 Phone : 319-895-4457 Email : career@cornellcollege.edu Fax : 1-319-895-5894 Laura Barrett	N	0
15	Creative Community Options 6950 NE 14th Street Ankeny, Iowa 50023 Phone : 515-289-4781 Email : candeo@candeoiowa.org Fax : 1--- Julie Klocke	N	0
16	Des Moines Rights 602 Robert D Ray Dr Des Moines, Iowa 50309 Phone : 515-283-4284 Email : VMOstrander@dmgov.org Fax : 1--- Vern Ostrander	N	0
17	Drake University 2507 University Avenue Des Moines, Iowa 50311 Phone : 515-271-3133 Email : laura.schwarz@drake.edu Fax : 1--- Laura Schwarz	N	3
18	Employee Referral	N	21

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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19	Goodwill Industries 4900 NE 22nd St Des Moines, Iowa 50313 Phone : 515-265-5323 Email : kathyc@dmgoodwill.org Fax : 1--- Kathy Crooks	N	0
20	Goodwill Industries Rehabilitation Facil. 3100 W.4th St. Sioux City, Iowa Phone : 712-258-4511 Email : Fax : 712-258-7832 Director of Placement	N	0
21	Grandview College 1200 Grand View University Des Moines, Iowa 50316 Phone : 515-263-2800 Email : careers@gvc.edu Fax : 1--- Career Services	N	2
22	Grinnell College 1127 Park Street Grinnell, Iowa 50112 Phone : 641-269-4940 Email : mba@mbaweb.org Fax : 1-641-269-4508 Maryls Upah	N	0
23	Hamilton College 4655 121st St Des Moines, Iowa 50323 Phone : 515-727-2100 Email : lgelhaar@hamiltonia.edu Fax : 1--- Lori Gelhaar	N	0
24	Hispanic Educational Resources 828 Scott Avenue Des Moines, Iowa 50309 Phone : 515-282-6542 Email : ggallentine@herdsm.org Fax : 1--- Gabriela Gallentine	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
25	Internet Ad	N	2
26	Iowa Broadcast News Assoc.	N	1
27	Iowa Broadcasters Association PO Box 71186 Des Moines, Iowa 50325 Phone : 515-224-7237 Email : iowaiba@dwx.com Fax : 1--- Sue Toma	N	0
28	Iowa Division of Latino Affairs 321 E. 12th Street Des Moines, Iowa 50319 Phone : 515-281-4080 Email : dhr.latinoaffairs@iowa.gov Fax : 1--- Sara Schoneberg	N	0
29	Iowa Rehabilitation Area Office 300 W. Broadway, Suite 33 Council Bluffs, Iowa 51503 Phone : 712-328-3821 Email : Fax : 712-325-0346 Pam Quandt	N	0
30	Iowa State Dept. of Human Services 822 Douglas St. Sioux City, Iowa 51101 Phone : 712-255-0833 Email : Fax : 712-255-2674 Director of Placement	N	0
31	Iowa State University 208 Carver Ames, Iowa 50011 Phone : 515-294-4111 Email : mba@mbaweb.org Fax : 1-515-294-7446 Nancy Rosenquiest	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
32	Iowa Wesleyan College 601 North Main Mt. Pleasant, Iowa 52641 Phone : 319-385-6375 Email : mba@mbaweb.org Fax : 1-319-385-6363 Jeremy Reed	N	0
33	Iowa Workforce 1000 East Grand Avenue Des Moines, Iowa 50309 Phone : 515-281-5387 Email : john.tenpas@iowa.gov Fax : 1--- John Tenpas	N	0
34	Iowa Workforce Development 300 W. Broadway, Ste #13 Council Bluffs, Iowa 51503 Phone : 712-242-2100 Email : randy.brookhart@iwd.state.ia.us Fax : 712-242-2155 Randy Brookhart	N	0
35	Lincoln University 1570 Baltimore Pike Lincoln University, Pennsylvania 19352 Phone : 485-365-8000 Email : ccsjobs@lincolnu.edu Fax : 1--- Career Services	N	0
36	Loras College 1450 Alta Vista Dubuque, Iowa 52001 Phone : 563-588-7100 Email : mba@mbaweb.org Fax : 1-563-588-7371 Bobbi Martin	N	0
37	Luther College 700 College Dr Decorah, Iowa 52101 Phone : 563-389-2000 Email : Hansonvi@luther.edu Fax : 1--- Virginia Hanson	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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38	Mainstream Living 333 SW 9th St Des Moines, Iowa 50309 Phone : 515-243-8115 Email : lauried@mainstreamliving-dsm.org Fax : 1--- Laurie Dufoe	N	0
39	Management referral Rod Peterson	N	2
40	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Email : mark@medialine.com Fax : 1--- Mark Shilstone	N	0
41	Morningside College 1501 Morningside Ave. Sioux City, Iowa 51102 Phone : 712-274-5000 Email : hays@morningside.edu Fax : 1-712-274-5101 Stacie Hays	N	0
42	Morningside College 1501 Morningside Ave Sioux City, Iowa 51106 Phone : 800-831-0806 Email : hays@morningside.edu Fax : 1--- Stacie Hays	N	0
43	Mount Mercy College 1330 Elmhurst Drive Northeast Cedar Rapids, Iowa 52402 Phone : 319-368-6463 Email : mba@mbaweb.org Fax : 1-319-363-7543 Barb Mussman	N	0
44	Non-Employee Referral	N	3

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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45	Northwestern College 101 7th Southwest Orange City, Iowa 51041 Phone : 712-707-7226 Email : mba@mbaweb.org Fax : 1-712-707-7404 Bill Minnick	N	0
46	Resume	N	6
47	Simpson College 701 North C St Indianola, Iowa 50125 Phone : 515-961-6251 Email : careers@simpson.edu Fax : 1--- Career Services	N	0
48	Southern Illinois University 707 S. Washinton St Carbondale, Illinois 62901 Phone : 618-453-2121 Email : careerservices@siu.edu Fax : 1--- James Scales	N	0
49	St. Amrose University 518 West Locust Street Davenport, Iowa 52803 Phone : 563-333-6000 Email : mba@mbaweb.org Fax : 1-563-333-6243 Jennifer Timmon	N	0
50	Station Employee	N	1
51	The Ashford University 400 N. Bluff Blvd. Clinton, Iowa 52732 Phone : 563-242-4257 x. 3510 Email : karil.carr@ashford.edu Fax : Karil Carr	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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52	TVJobs.com PO Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Fax : 1--- Mark Holloway	N	13
53	University of Dubuque 2000 University Avenue Dubuque, Iowa 52001 Phone : 563-589-3132 Email : mba@mbaweb.org Fax : 1-563-589-3419 Deb Clarke	N	0
54	University of Iowa School of Journalism E350D Adler Journalism Building University of Iowa Iowa City, Iowa 52242 Phone : 319 335-1406 Email : paul-w-jensen@uiowa.edu Fax : 1--- Paul Jensen	N	0
55	University of Minnesota 319 15th Ave SE Minneapolis, Minnesota 55455 Phone : 612-625-2000 Email : GoldPASSAutoEmail@umn.edu Fax : 1--- Career Services	N	0
56	University of Missouri - Kansas City 2220 Holmes St Kansas City, Missouri 64108 Phone : 816-235-1700 Email : careerservices@umkc.edu Fax : 1--- Career Services	N	0
57	University of Northern Iowa 1227 West 27th Street Cedar Falls, Iowa 50614 Phone : Email : careercenter@uni.edu Fax : 1--- Career Services	N	0

WHO-TV
EEO PUBLIC FILE REPORT
October 1, 2011 - September 30, 2012

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58	University of Tennessee at Martin 305 Gooch Hall Martin, Tennessee 38238 Phone : 731-881-7532 Email : gsteinke@utm.edu Fax : 1--- Gary Steinke	Y	0
59	Urban Dreams 1400 6th Ave Des Moines, Iowa 50314 Phone : 515-288-4742 Email : udinfo@urbandreams.org Fax : 1--- Bobbi Stanley	N	0
60	Walk In - Resume	N	1
61	Wartburg College 100 Wartburg Blvd. Waverly, Iowa 50677 Phone : 319-352-8615 Email : mba@mbaweb.org Fax : 1-319-352-8365 Derek Solheim	N	0
62	WHOTV.com	N	14
63	William Penn College 201 Trueblood Ave. Oskaloosa, Iowa 52577 Phone : 641-673-1382 Email : stevensde@wmpenn.edu Fax : 1-641-673-1098 Debbie Stevens	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			77

WHO-TV
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October 1, 2011 - September 30, 2012

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	10/1/2011	Participation in job banks, internet programs and other programs designed to promote outreach	All openings are posted on our website –www. whotv.com - and sent to our recruitment sources. This is for the period of 10/1/11 through 9/30/12.	5	
2	10/1/2011	Participation in events or programs sponsored by educational institutions	Science Center of Iowa – On-air meteorologists are located at the Science Center five days a week to broadcast live and to provide children the opportunity to experience a live newscast, be educated in weather forecasting tools, and provide information on opportunities for employment in television from 10/1/11 through 9/30/12.	5	Meteorologist Meteorologist Meteorologist Meteorologist
3	10/1/2011	Participation in job banks, internet programs and other programs designed to promote outreach	WHO-TV provides a listing of all full-time job openings to various governmental, industry, and college job banks. This outreach includes all levels of open full time positions at WHO-TV. This is for the period of 10/1/11 through 9/30/12.	5	
4	10/1/2011	Establishment of an intern program designed to assist members of the community	WHO-TV's Internship Program is designed to supplement college classroom lessons with hands-on experience in televisions news, production, and promotions/marketing. The program is offered to students who have completed their sophomore year of college, and will receive credit from the college or university for the internship. From October 1, 2011 through September 30, 2012, seven interns participated in this program.	1	News Director
5	10/1/2011	Establishment of training programs for station personnel	WHO-TV subscribes to a training website, Lynda.com, which is available to employees to advance their skills with individual software programs – from learning how to “author” a DVD on a Mac, to training on the latest version of Excel. This is for the period of 10/1/11 through 9/30/12.	5	

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6	10/7/2011	Participation in events or programs sponsored by educational institutions	In October 2011, Rod Peterson, News Director, and Paul Salisbury, commercial producer, were speakers at the Fast Forward Workshop at The University of Northern Iowa. The purpose of the workshop was to bring working professionals to students to help broadcast students learn how to get ahead in their careers. The attendees were from a diverse group of college and high school students.	2	News Director Commercial Producer
7	10/9/2011	Participation in other activities designed by the station employment unit	A Oskaloosa Senior High School job shadowed with Rod Peterson for a day.	1	News Director
8	10/11/2011	Participation in events or programs sponsored by educational institutions	In October 2011, Rod Peterson, News Director, participated in a “speed networking” event at The University of Iowa’s School of Journalism. The program was specifically designed for all the university’s journalism students to introduce and pitch themselves to potential employers.	1	News Director
9	10/24/2011	Sponsorship of events in the community designed to increase public awareness	In October 2011, a reporter spoke to a class at Drake University about real life deadlines in the media business.	1	Sports
10	11/10/2011	Participation in events or programs sponsored by educational institutions	In November 2011, a reporter and photographer spoke to Southeast Elementary students.	2	Reporter Photographer
11	11/30/2011	Participation in other activities designed by the station employment unit	Rod Peterson, News Director, allowed a Wayne Community High School senior to job shadow him for a day.	1	News Director
12	1/16/2012	Provision of training to personnel of unaffiliated non-profit organizations	In January 2012, Rod Peterson, News Director, participated in the International Visitor Leadership Program. The purpose of this program is for participants from all over the world to meet their professional counterparts and experience the U.S. firsthand.	1	News Director

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October 1, 2011 - September 30, 2012

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13	3/5/2012	Participation in events or programs sponsored by educational institutions	In March 2012, Rod Peterson, News Director, participated in an internship panel discussion at Drake University. The purpose of this discussion was to help give students tips on finding internships, what to expect from an internship, and ways to get your foot in the door.	1	News Director
14	3/15/2012	Sponsorship of events in the community designed to increase public awareness	In March 2012, Rod Peterson, News Director, was a speaker at Van Meter Career Day. The purpose of Career Day was to promote career awareness for students so they think about their future careers.	1	News Director
15	3/22/2012	Participation in events or programs sponsored by educational institutions	In March 2012, Rod Peterson, News Director, hosted University of Iowa students for a tour of the station and discussed journalism. Rod also participated in a "speed networking" event at The University of Iowa's School of Journalism. The program was specifically designed for all the university's journalism students to introduce and pitch themselves to potential employers.	1	News Director
16	3/27/2012	Participation in Job Fairs	WHO-TV sent a representative with hiring authority to a career fest at AIB College to discuss job opportunities available at our station.	1	Production Manager
17	4/28/2012	Participation in events sponsored by community groups	In April 2012, Rod Peterson, News Director, was part of a panel discussion at the Iowa Broadcast News Association convention. The panel discussed the direction of the industry and what needed to be taught in schools and what businesses need to do to keep the best and brightest in the news business.	1	News Director